# RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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October 18, 1996

RJR Account #431520
MOHAWK

DECEMBER DORAL B2G1F / PROMOTION #601794

*DORAL* B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

| DORAL STYLE | B1G1F UPC Code | #/ (6M) Cases B1G1F |
|---|---|---|
| *Full Flavor Kg* | 12300-22268 | 1 |
| *Light 100* | 12300-22264 | 1 |

Product / Premium Arrival: **November 18, 1996**

Ship Date to Retail: **Week of: November 25, 1996**

SKU CUBE: **1.0400**
SKU WT (w/o Product): **4.0000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$N/A**
Non-EFT $ Amount: **$89.78**

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Source: https://www.industrydocuments.ucsf.edu/docs/ljvn0000

**Promotion Description**: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

***SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST***

***SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1/2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162303

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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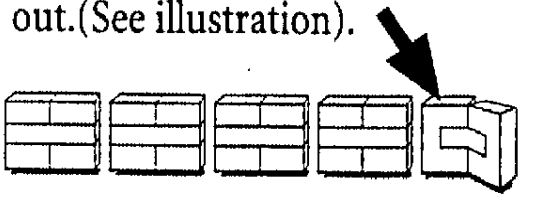
# WHOLESALER PACKING INSTUCTIONS

## VALUE-ADDED PROMOTIONS – 4TH QTR. '96

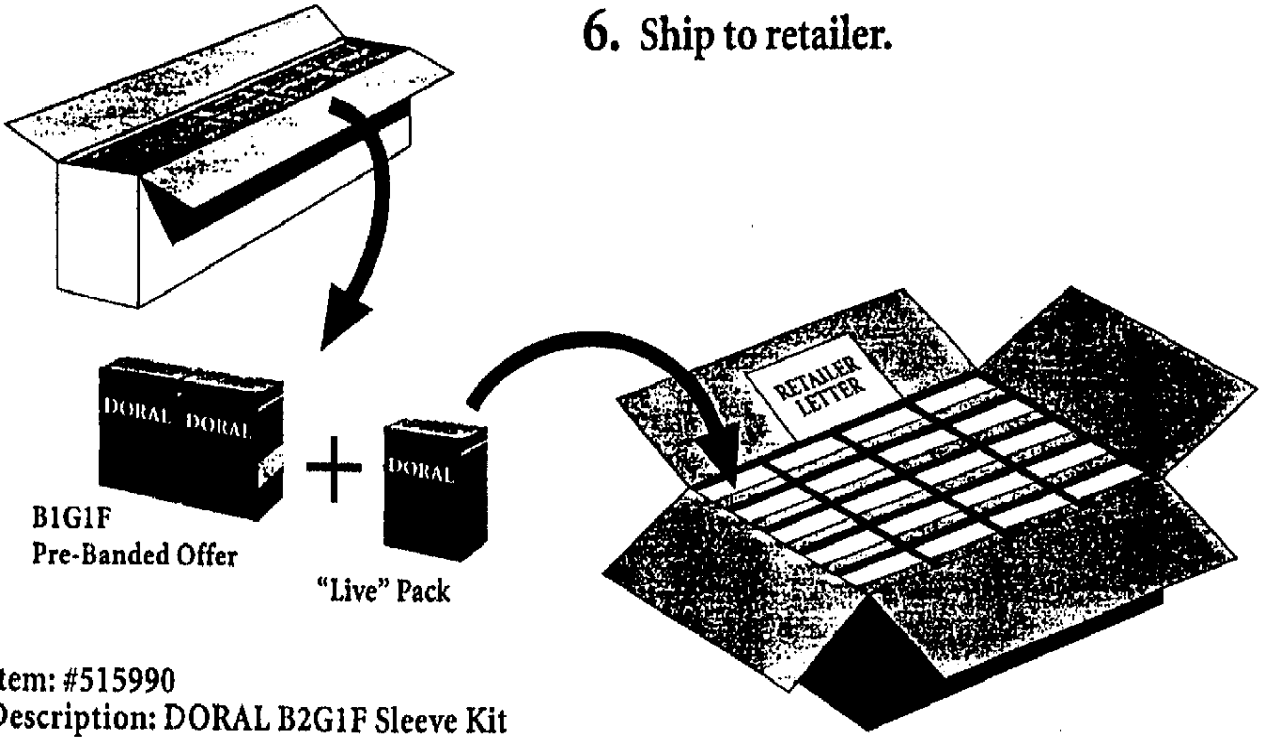
### December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



**STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.




B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

| Brand Style | ff Kg | Lt 100 | | | | |
|---|---|---|---|---|---|---|
| Number of Cartons | 2 | 2 | | | | |

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WHOLESALER: 431520 MOHAWK CANDY & TOB

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

| Supplier | Account | Territory | Name | Address | City | State | Chain ID | CCF | Volume |
|---|---|---|---|---|---|---|---|---|---|
| | 130750 | 1623 05 | VALLEY MINI MART | ROUTE 5 S | AMSTERDAM | NY | | A 12 | 120 |
| | 177172 | 1623 05 | MOHAWK DAIRY STORE | 260 FOREST AVE | AMSTERDAM | NY | | C 24 | 490 |
| | 177202 | 1623 05 | FAST FILL N SNACKS | 72 GUY PARK AVE | AMSTERDAM | NY | | C 24 | 450 |
| | 474987 | 1623 05 | BOBBY'S | 7209 MOHAWK DRIVE | TRIBES HILL | NY | | A 12 | 120 |
| | 586053 | 1623 05 | BILLS BEVERAGE | 261 E MAIN ST | AMSTERDAM | NY | | A 04 | 78 |
| | 587878 | 1623 05 | KEVINS CORNER DELI | 500 N MARKET ST | JOHNSTOWN | NY | | A 12 | 280 |
| | 671343 | 1623 05 | FUEL & FOOD | 3006 RD 1 & RT. 30 | GLOVERSVILLE | NY | | A 12 | 90 |
| | 767846 | 1623 05 | PIC N TOTEM. | 165 W MAIN ST | AMSTERDAM | NY | | A 04 | 77 |

Total Accounts 8

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 431520
VOUCHER NUMBER: 15335220
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 14.00

MOHAWK CANDY & TOB
UPPER CHURCH STREET
R. D #5
AMSTERDAM , NY 12010
SEND CHECK TO: ROU

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| DISPLAY ASSEMBLY | 0.50 | 14.00 |

EXPLANATION: DEC DORAL B2G1F 601794 / 162303

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